

**Partnering**

*with* **SkillsUSA** *makes*

**Good Business Sense**

  
**SkillsUSA**  
Champions *at Work*®

*"SkillsUSA's business and industry partnerships help the students involved in SkillsUSA by donating tools and equipment and sponsoring wonderful events like our national competition. Their donations help SkillsUSA members thrive to be the best they can be."*

Kathryn Lowery  
Wabeno (Wis.) High School

## Working with SkillsUSA is good for business

SkillsUSA helps industry recruit the kinds of employees they want to hire. We're a way to tap into the pipeline of skilled workers who are training in career and technical education programs.

### **SKILLSUSA'S PURPOSE.**

SkillsUSA's purpose is to help instructors teach the essentials such as: basic skills including applied academics, customer service and communications; technical and professional skills including those for specialized industries; management and leadership skills including team building, goal setting and motivation; and emotional intelligence including self-discipline, persistence and empathy. Our students bring that added layer of professionalism that is vital to the competitive business environment.



## Why partner with SkillsUSA?

### **A NATIONAL NETWORK.**

SkillsUSA is a valuable and adaptable resource to help you reach your goals, whether you're looking for customers or employees . . . or ways to affect the preparation of the skilled work force; to reach policy-makers at federal, state or local levels; to build your brand; or to reach the industry in which you work or the communities in which you reside.

### **WE ARE YOUR CUSTOMERS.**

Annually, more than 300,000 students and instructors join. They are organized into more than 15,000 sections and 54 state and territorial associations. Since its beginning, more than 9.9 million people have been proud to call themselves SkillsUSA members.

### **A FOCUSED APPROACH TO CAUSE-RELATED MARKETING.**

Good corporate citizenship stimulates consumers to be loyal, passionate and frequent business advocates. They commit to brands that have earned their trust. By supporting SkillsUSA, your potential to develop new business — or open new markets through building relationships with new customers and organizations — grows exponentially.

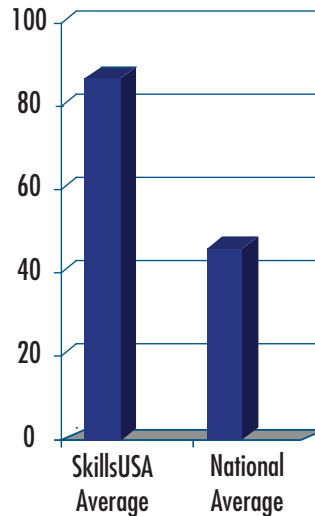
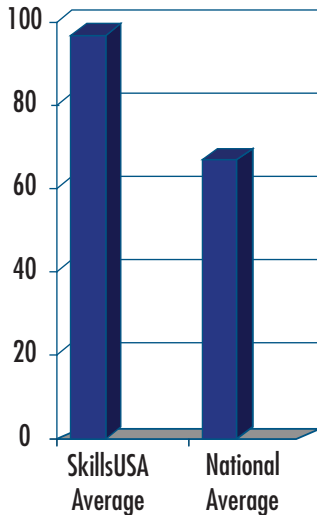
### **A COMPETITIVE ADVANTAGE.**

Investing resources in SkillsUSA will enhance your competitive positioning within your industry. You'll be helping to improve future workers' — and customers' — education and skill sets while increasing their interest in your business and industry.



## SkillsUSA MEMBERSHIP IMPROVES BOTH HIGH SCHOOL AND COLLEGE RETENTION RATES

**High School:** *Time* magazine's "Dropout Nation" issue (April 2006) cites 33 percent as the national average or a 67 percent retention rate. A poll of high-school-level SkillsUSA advisors shows the dropout rate of SkillsUSA students to be 2.93 percent or a retention rate of more than 97 percent.



**College:** A U.S. Department of Education study shows students drop out at a rate of 50 to 60 percent or a retention rate of 45 percent. A poll of college-level SkillsUSA advisors shows their students drop out at a rate of 15 percent or a retention rate of more than 85 percent.

## SkillsUSA at a Glance

**Partners:** SkillsUSA has more than 1,100 industry partners and sponsors at national level and thousands more at state and local levels.

**National championships contests:** 91 in 2009 — 64 hands-on skilled and technical sciences contests, seven occupationally related, 15 leadership contests and five demonstration contests in occupations.

**National championships value:** More than \$35 million in donated cash, material and in-kind support from industry.

SkillsUSA returns to Kansas City each year at the end of June for the National Leadership and Skills Conference including the SkillsUSA Championships, a showcase of career and technical education students. The program begins locally and continues through the district and state levels with more than 10,000 contests. The multi-million-dollar national event fills space equivalent to 16 football fields. There are typically more than 5,000 contestants in more than 90 separate events. Nearly 1,500 judges and contest organizers from labor and management make it possible. The philosophy is to reward students for excellence, involve industry in directly evaluating student performance and keep training relevant to employers' needs.

**SkillsUSA TECHSPO**, the nation's largest trade show for career and technical education (held in conjunction with the national conference), features more than 150 indoor and outdoor exhibitors and covers more than 72,000 square feet.

SkillsUSA's **Professional Development Program** helps instructors partner with educators to develop the skills they need to make a smooth transition to the work force or higher education. The program is based on competencies determined by business and industry professionals to be important for job success.





*"The skilled worker pipeline is leaking."*

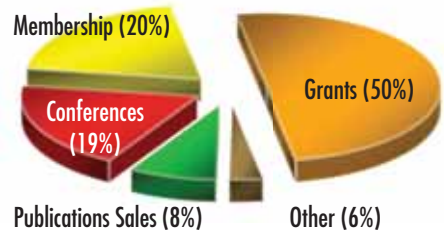
*Emily Stover DeRocco*  
 President, The Manufacturing Institute  
 and Senior Vice President,  
 National Association of Manufacturers

## About SkillsUSA

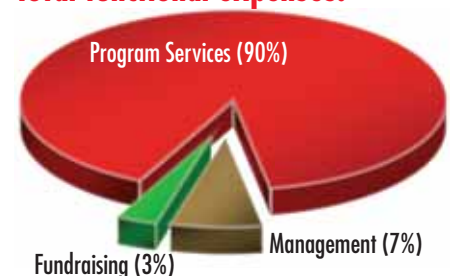
SkillsUSA is a partnership of students, teachers and industry representatives working together to ensure America has a skilled work force. We help each student excel. Our mission is to empower members to become world-class workers and responsible American citizens. A national nonprofit organization, SkillsUSA serves high school and college instructors and their students who are preparing for careers in more than 130 trade, technical and skilled service occupations, including health occupations. We offer an applied method of instruction in public career and technical programs and provide quality education experiences for students in leadership, teamwork, citizenship and character development.

More than 300,000 students and instructors join SkillsUSA annually, organized into more than 17,000 sections or chapters and 54 state and territorial associations. SkillsUSA has served more than 9.9 million members since its founding. More than 8,000 official SkillsUSA Alumni and Friends Association members help promote SkillsUSA in terms of time, talent and financial resources. Chapter locations are indicated on the map.

### Total revenue and sources:



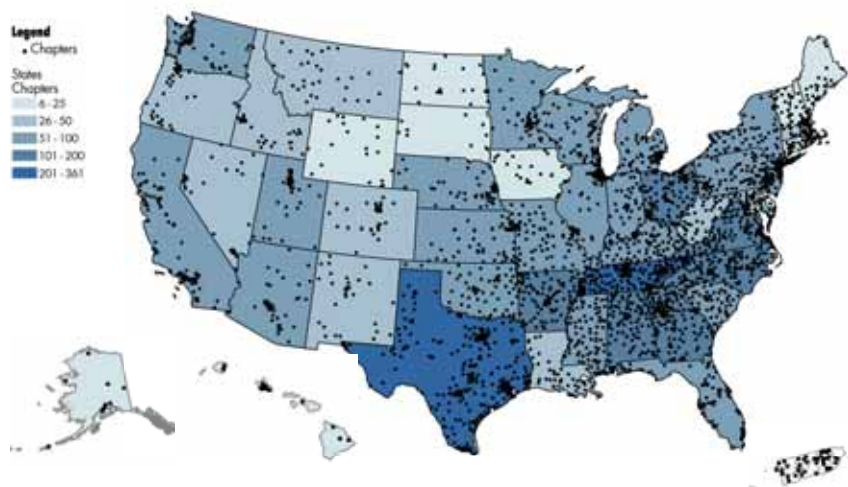
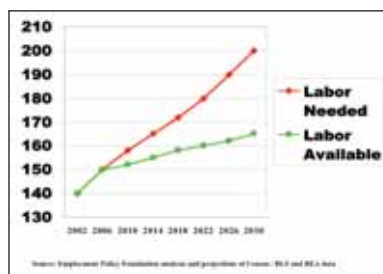
### Total functional expenses:



## Where have all the skilled workers gone?

The impending shortage of skilled workers has been well documented. Take a look at current predictions:

- By 2030, although 41 million new workers will enter the work force, a staggering 76 million will enter retirement, leaving a shortage of workers that will be hard to fill.
- To prevent a talent shortage that could threaten the U.S. manufacturing segment alone by 2020, 10 million new skilled workers are needed.
- In the health care field, 2.8 million nurses will be needed by 2020.
- Fourteen million skilled workers will be needed in the high technology and managerial industry by 2015.
- The federal Bureau of Labor Statistics estimates there will be an 18 percent increase in the need for plumbers and pipe fitters from 2004 to 2014. During that same time, demand for carpenters and painters will increase 13 percent, and the need for electricians will go up 14 percent. Demand for heating, ventilation and air conditioning mechanics and installers will swell 27 percent, according to the bureau's data. Some economists speculate that green initiatives championed by government and corporations will create millions of jobs over the next 10 years, some of which would be technician positions or renovation work. Source: [www.seattlepi.com/business/356181\\_trades24.html](http://www.seattlepi.com/business/356181_trades24.html).



**For more information, contact:**

Business and Industry Partnerships • 14001 SkillsUSA Way • Leesburg, VA 20176 • 703-777-8810 • [www.skillsusa.org](http://www.skillsusa.org) • E-mail: [anyinfo@skillsusa.org](mailto:anyinfo@skillsusa.org)